

CSMA Board of Directors Meeting | Summer 2020

Virtual Meetings via Zoom

Attendance: Jack Kennedy, Elise Carlson (new executive director), Jessica Hunziker, Kristi Rathbun, Christine Fry, Patrick Moring, Sergio Luis Yanes, Tina Barber, Yvette Manculich, Justin Daigle (JEA state director), Sheila Jones (mentor), additional guests?.

<https://us02web.zoom.us/j/9195284805?pwd=YVQoZGZWRVlMeHJTRTdWWEs4M1haQT09>

Meeting ID: 919 528 4805

Password: 6XrdCF

AGENDA - 9 a.m., May 30, 2020 (financial report)

Meeting called to order using Zoom at 9:03 a.m.

1. Reading, correction, and acceptance of February minutes ([LINK HERE](#)).
2. President Jessica Hunziker
 - a. Introduce Elise and invite questions from the board.
 - b. [For review - draft Executive Director MOU](#)
 - c. Motion: appointment of new Executive Director, and acceptance of MOU between Elise Carlson and CSMA.
 - i. Jessica, Sergio - motion passed
3. Executive Director Jack Kennedy
 - a. [Financial report for 2019-20 fiscal year to this point](#). Report through May 29.
 - i. Income: Will have some membership renewals for 20-21 school year by 6-30.
 - ii. See financial report. Several programming expenses are delayed.
 - iii. Vouchers for ONE DAY coverage contest (may be applied to J-Day).
 - b. [Budget projections](#) for 2020-21 fiscal year, inviting board input, possible additional scenarios, adjusting goals and strategies.
 - i. See budget projections.
 1. 20/21 with JDay - projected deficit of around \$8000
 2. 20/21 with late JDay (800 paid attendees) - projected deficit of \$20,400
 3. 20/21 with no JDay - projected deficit of over \$36,000, pulling from Fidelity
 - c. Discuss possible changes to J-Day (over 68 percent of our total income)
 - i. Possible Suggestions:
 1. Virtual Convention - using NSPA/JEA and other organization summer sessions as models
 2. Virtual Fall/On-campus Spring - working with CSU about a Spring convention with a Fall virtual session
 3. Total overhaul
 - ii. Decision to be made at later date - tabled
 - d. Discuss investment fund strategy. Options include no change, withdrawal of some portion, or withdrawal of all (moving money to FDIC-insured account)
 - i. There are options for savings accounts that would be less risky, but have less earning potential.

- e. Delay passing budget until final summer meeting, allowing for further changes due to additional one-hour board meetings by July 13.

Meeting adjourned at 10:13am

AGENDA - 9 a.m., Monday, June 8 ([awards/scholarships](#))

Meeting called to order at 9:03 a.m.

A. Officer Reports

- a. Jack Kennedy reports status of current FY awards/scholarships
 - i. [Special COVID-19 coverage contests](#)
 - ii. [Best of Colorado individual awards update](#)
 - 1. PDF submission allowed for print news
 - iii. [Critiques update](#) / entries running slow, but July 15 deadline
 - iv. [Benson Scholarship](#)/xxxx of Year updates / due July 15
- b. Jack Kennedy update on [Greer Scholarships](#) and 2021 awards planning. No change at this time, with the goal of looking at these awards as financial situations change.
- c. Discussion of [Don Ridgway](#) Freedom of Speech Award
 - i. Need an online form; ask individuals to write an essay? Examples of work to demonstrate? (One to student and one to adviser?)
 - ii. Need to contact family to review criteria.
 - iii. Criteria plan with committee
- d. Consider names for the Friend of Journalism award (an honor for people contributing beyond being media students or advisers)? Yes! We welcome nominations, which can just be emailed to Jack.

Meeting adjourned at 10:07am.

AGENDA - 9 a.m., Monday, June 15 (adviser support, new initiatives, mentoring, communication with CTE, media literacy, updated adviser protection); reThink & JDay updates?

Meeting called to order at 9:06.

1. Officer Reports

- a. Jack Kennedy shares [updates on CTE](#) and adviser protection legislation (if legislative session ends on June 15, the changes officially go into effect on Sept. 6).
 - i. "Pick the one that fits the best." Teach a majority of the curriculum, work on name changes. We have a year to get things changed.
 - ii. Advisers need work with coordinators and school boards.
 - iii. Do we need to get a list of district CTE coordinators?
 - iv. ACTION ITEMS: Listserv email to members about changing course descriptions
- b. Adviser protection
 - i. Do districts need to revise policies? YES! How can we support advisers in pursuing this?
 - ii. Example policies?
 - iii. Letter from CSMA to the principal/adviser at each school - information about the new law and suggested next steps.
 - iv. Send update to CDE, CEA and local unions
 - 1. Could CDE send a model policy to all districts?
 - 2. SPLC model policy as a place to start

3. Action Item:
 - a. all board members bring their district policy to next meeting to develop changes and drafting a model policy
 - i. [District Policy Docs](#)
 - b. Reach out to SPLC for support for school board approach
- v. Media literacy legislation (Rep. Lisa Cutter bill)
 1. Back in 2021 session
 2. May want to partner with News Literacy Project to provide resources for school districts for the 20/21 school year.
- c. ReTHINK/SAW/JDay
 - i. Looking to district decisions as guides for decision making
 - ii. Virtual option ?
 1. Options for course management:: KAJABI, look into other options
 2. Potentially a dry run for JDay
 3. Can be the start of a library for video lessons for members throughout the year
 4. Summer Adviser Workshop will be online, "live" through Zoom, July 28-29, with five sessions each day, plus a one-on-one Zoom follow up at best time for instructors and adviser participants,
 5. reTHINK is cancelled for 2020, though we can continue to explore online options to support small and large groups.
 - iii. JDay will be virtual September 2020

Meeting adjourned at 10:04am.

AGENDA - 9 a.m., Monday, June 22 ([20/21 calendar of events](#))

Meeting called to order at 9:03 am. Jack absent/excused.

1. Officer Reports
 - a. [LMS notes from Tina](#)
 - b. From Jess:
 - i. reTHINK/SAW update
 1. Focus on preparing advisers, canceled reTHINK
 2. Jack sent email to listserv - two days of workshops
 3. JEA representation with Mentor Program - Justin & Sheila to discuss w/ committee
 - ii. September JDay - virtual
 1. Brainstorming of session by next board meeting
 - iii. Spring JDay?
 1. Potential February/early March - Jack & Elise discuss with Lory Student Center (email sent 6-22-2020 to Josephine Martinez at LSC).
 - iv. Review [calendar](#). (Each person should sign up to "own" one thing.)
 - v. To bring for final board meeting - 1 idea for virtual JDay, "project" for the year or one thing you want to work on between board meetings
 1. Patrick - Adviser Protection
 2. Sheila - District Policy Compilation

Meeting adjourned at 9:37am.

AGENDA - 9 a.m., Monday, July 13 (J-Day, workshops, lingering officer reports)

Meeting called to order at 9:02am.

1. President, Jessica Hunziker
 - a. Review and approve [20-21 calendar](#)
 - b. JDay brainstorm; idea share out (Each person brings 1 idea.)
 - i. [LMS & Event Options](#)
 - ii. Ideas:
 1. Justin: presentation or remote session on how to get academics coverage
 2. Jess: Prerecorded sessions and then "live chat" during session time. (This will make it easier for presenters to have a polished presentation while also managing their own students.) Sponsors - need a way to include them. Limited access for 1-3 months after the event?
 - a. One pager for presenters of what is needed and deadlines.
 3. Kristi: CSMA be the 'owner' of videos in order to be able to easily access and host. Use Loom/Vimeo to record sessions.
 4. Sergio:
 - a. Reach out to event organizers of another event/organization (i.e. Kelly Glasscock for JEA) to help navigate usage of platform.
 - b. Sponsorship for opening/closing 'ceremony' and other live sessions.
 - c. Second Keynote speaker to speak to free speech in protest and coverage of these events.
 - d. Potential extension of outside of Colorado help/speakers/presenters
 - e. Committee formation - Jess, Justin, Yvette, Sergio, Christine, Kristi
 - i. Meet via Zoom during July 20 -24
 - ii. Elise will communicate needs and roles with committee after further discussion with platforms.
 5. Patrick:
 - a. Avoid YouTube as it does not allow download. Make sure all videos are downloadable for event attendees. Set up multiple presentations for presenters as it offers the attendees more options since we will not be limited by physical attendance. Lanes of focus (i.e. Design, Videography, Leadership, etc.)
 - b. Mary Beth Tinker as a keynote speaker
 - c. Principal meeting framework for district policies
 6. Jack:
 - a. Look into the data limit to CSMA Vimeo account. How manageable is "live chat" with J-Day? Consider the backend of the process with uploading and management (how many event managers are allowed on the platform) - look into this with event platforms.
 - b. Sendout of information to speakers and sponsors by end of July.
 7. Elise: Deadlines for video submissions for sponsors and presenters.
 8. Yvette: Virtual live round table with veteran advisers. (Live events to also be recorded for later posting)

- 9. Shelia/Tina: Early adviser virtual meetup to get advisers some support before J-Day to help springboard the session during J-Day. Ongoing virtual meetups for continuing support.
 - iii. Look into privacy for platforms to adhere to district policies
 - iv. Decision to be made by late July/early August
 - c. Next board meeting - December 5, 2020, 9 a.m., Rock Canyon High School or virtually as needed; we may need to schedule short meetings in the weeks leading up to JDay given the challenges of the year
 - d. Reminders: JEA proposals, nominations AND CSMA submissions due July 15
 - 2. Executive Directors, Elise Carlson and Jack Kennedy
 - a. Banking changes
 - i. Possible change from Wells Fargo to Alpine. Fees/Fines fairly similar.
 - ii. One outstanding check to be communicated with recipient, two to be written (Greer and Benson scholarship recipients).
 - iii. Motion approved.
 - b. Note - Elise Carlson is the signer on the account
 - c. Review 20-21 budget
 - i. Adjustments: This is assuming that membership dues stay the same
 - 1. J-Day registration fee
 - 2. CSU parking tags change to \$0 (not needed as it will be virtual, no approval needed)
 - 3. Monitoring payment?
 - ii. Conservative budget proposal to account for losses
 - 1. Make two budgets:
 - a. One based on making with noJ-Day
 - i. Motion to accept: Approved
 - 1. Amendment (approved): changes contingent on report from J-Day committee
 - a. J-Day committee will return next week (July 20-24) with a proposed budget with J-Day based on the research into platforms and registration proposal
 - b. Making with J-Day (TBD July 20 -24)
 - 2. Keep expenses as low as possible
3. Officer Reports & review 20-21 initiatives (I'd like to hear from each board member to review the individual goals/initiatives for the year so we have a summary of our previous talking points throughout the summer. We'll use this to update our membership so they know what we're working on.)
 - a. Jessica Hunziker, President
 - b. Kristi Rathbun, Vice President: Continued help throughout J-Day and other areas
 - c. Christine Fry, Secretary:
 - i. Increase membership through direct discussions with advisers and schools within Colorado.
 - 1. Review all 178 districts' schools and outreach to advisers directly.
 - 2. Face-to-face meetings for what do schools, advisers, districts need.
 - ii. Social Media

1. Increase content on social media platforms and explore other platforms (TikTok)
- d. Partick Moring, Digital Media:
 - i. Help advisers understand, navigate and overhaul with their district policies.
 1. Working with his current district, Sheila and SPLC to go through the process.
 - ii. Growth of Digital Media programs
- e. Sergio Luis Yanes, Advocacy
 - i. Support of district policy work
 - ii. Support with membership, specially DPS
- f. Tina Barber, Education: Opportunities for connections of advisers for support
- g. Yvette Manculich, Middle School: Outreach program for middle schools and virtual meetups
- h. Sheila Jones, Mentoring:
 - i. Policy Aid - working to review and provide support for wordsmithing of policies
 1. 178 districts to review
 - ii. National Mentoring Committee - support of mentees, looking at diversity in scholastic journalism
- i. Justin Daigle, JEA State Director:
 - i. Mentoring support w/ Sheila
 - ii. Scholarship workshop and revisions
 - iii. Social Media
 1. Increase content on social media platforms and explore other platforms (TikTok).

4. Motions

- a. Banking changes: Approved
- b. Budget for FY 2020-21: Approved
 - i. Amendment (approved): changes contingent on report from J-Day committee

Meeting adjourned at 11:08am.